



**AdFin**  
Investor Overview

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## Agenda

- 1 What we offer
- 2 Executive overview
- 3 Technology & product
- 4 Go to market

**What We Offer**  
The AdFin platform



**Bloomberg brought game-changing  
transparency to financial markets...  
AdFin is doing the same for digital media  
markets.**

**AdFin, a neutral third party, combines  
powerful analytical tools with a  
market-wide index to bring  
transparent price discovery to  
the entire ad-ecosystem.**

## About AdFin

### An overview of the company

- Official Launch, AdWeek 2013
- Market Index – industry first
- Robust data and analytic visualization
- Cross media platform to compare statistical data with your data
- Agnostic business intelligence data to build and evangelize the programmatic marketplace
- Created by industry leaders and real-time bidding innovators
- Member of the IAB

AdFin presence:



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## The AdFin Platform

**The first independent digital media pricing analytics & data visualization platform to:**

**Provide end-to-end market pricing data and predictive analysis**

**Aggregate & normalize disparate data sets into a unified UI**

**Benchmark customer performance against the market**

## The AdFin vision

Digital media's definitive source for market data and analytics



### THE BIG PICTURE – IN AN INSTANT

- Aggregated, consolidated market data
- Neutral and unbiased
- Visualize the market at a glance



### YOUR DATA VS. MARKET DATA

- Benchmark your data next to market data
- Visual modules provide the ability to make strategy modifications based on market insights



### INTELLIGENCE YOU CAN TRUST

- Inform better, faster business decisions for digital trading
- Fast, ad-hoc querying and rich visualizations identify opportunities in real-time

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## AdFin customers

AdFin is an unbiased and agnostic partner, aggregating data for market and business intelligence across media channels



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## **Executive Overview**

Who we are

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## Executive summary

The market	The company	The plan
<ul style="list-style-type: none"><li>▪ <b>\$120B+</b> global digital advertising market growing at <b>15%+ CAGR</b></li><li>▪ Rapidly shifting to <b>programmatic</b> buying at <b>70%+ CAGR</b></li><li>▪ Opportunity for <b>new platforms</b> to emerge</li></ul>	<ul style="list-style-type: none"><li>▪ Digital media's definitive source for <b>market data</b> and <b>analytics</b></li><li>▪ Founded and led by industry veterans</li><li>▪ Patent pending proprietary technology</li></ul>	<ul style="list-style-type: none"><li>▪ <b>Rapid adoption</b> across the media ecosystem</li><li>▪ <b>Cross-channel</b> pricing data across all audiences</li><li>▪ Build tools to help customers <b>manage</b> and <b>grow</b> their business</li></ul>

"Online display advertising will be a \$200 BILLION business globally by 2020." – **Eric Schmidt**, CEO, Google

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The market: Super fast growing ecosystem – reaching 200 Billion by 2020  
The company: Patent pending technology, digital media's source for market data and analytics  
The plan: rapid market adoption, across all media channels to manage and grow businesses (winner takes all approach)

## AdFin experienced leadership

Jeanne Houweling, CEO      Classifieds2000, Excite@Home, Microsoft/MSN, Claria, NebuAd, PubMatic  
*19 years digital experience (media, publishing, ad tech)*

Milosz Tanski, CTO      Barracuda Networks, GridApp Systems, AdMeld (sold to Google), Apple  
*6 years software engineering experience*

Joy Cavanagh Ross, VP Sales      Organic, FCBi, Atlas/Microsoft, DCLK/Google, Glam Media, PubMatic  
*14 years media experience (agency, ad serving, ad tech)*

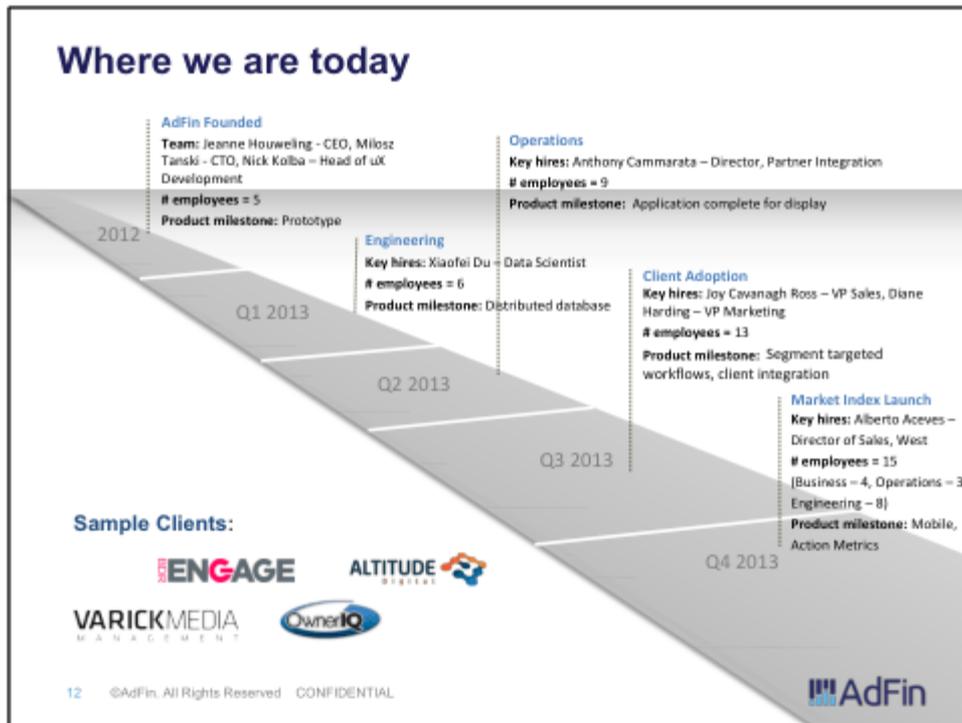
Diane Harding, VP Marketing      Advertising.com/AOL, Mediamind, MediaMath  
*15 years marketing experience (9 years in ad tech)*

### Board Members

Gil Mandelsiz: Deutsche Bank, Traiana, ICAP  
Jonathan Leidersdorf: L Capital  
David Mitchell: Mitchell Holdings  
Tom Glocer: Reuters, Thomson Reuters  
Jeanne Houweling

### Advisory Board Members

Tim Hanlon: IPG, Publicis, Vivaki  
Alec Bokman: McKinsey & Company, Digitas  
Laurent Colard: Accenture, Group M  
Air Paparo: Nielson, Google, AppNexus  
Richard Kirshenbaum: Kirshenbaum & Bond,  
NSG/SWAT  
Mark Lieberman: About, IVT, Hudson Abel, TRA



We are strategically hiring talent at the right time to impact the pipeline to scale the business. Our talent pool will remain consistent with industry veterans capabilities and performance standards. In 12 months we have gone from 3- 15 business, ops, engineering

## Problem solving

Market Problem	Market Solution
Lack of transparency	<b>The digital media market index</b> <ul style="list-style-type: none"><li>▪ Insights and benchmarking intelligence from client and market data</li><li>▪ Market pricing discovery</li><li>▪ Powerful data visualizations and query capabilities</li></ul>
High volume, complex data silos	<b>Real-time performance benchmarking</b> <ul style="list-style-type: none"><li>▪ Aggregated data from multiple data siloes into a single location</li><li>▪ Rapid analysis and real time insights</li></ul>
Inefficient ad spending	<b>Unprecedented business intelligence</b> <ul style="list-style-type: none"><li>▪ Market benchmarking insights and price discovery to maximize purchase effectiveness</li><li>▪ Campaign reporting, analysis and optimization</li><li>▪ Predictive analytics</li></ul>
Lack of industry standard	<b>Development of a common language</b> <ul style="list-style-type: none"><li>▪ Standardizing data set parameters</li></ul>

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Lack of transparency – The digital media market index  
High volume, complex data silos – Real-time performance benchmarking  
Inefficient spending – Unprecedented business intelligence  
Lack of industry standard – Development of a common language

## Utilizing the platform

### Advanced visualizations

- focus efforts by quickly identifying areas of weakness and strength for supply and demand sources and specific accounts

### Benchmarking data

- optimize speed of onboarding new inventory and campaigns; identify best performing partners for faster ramp of spend

### Gap analysis

- identify underperforming inventory and campaigns and match demand and supply sources more efficiently

### Floor assessment

- set realistic floors with publishers by showing price distributions of similar inventory; better inform private deal pricing

### Price distribution

- convince publishers to open blocked advertisers by sizing lost opportunity by advertiser category

### Market comparison

- provide guides for business development towards valuable areas of demand and supply

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The AdFin platform provides transparency in the market and across your business. Users of the AdFin platform range from the CEO to the digital media manager.

## AdFin's core competency

**Trust and  
Transparency:**

neutral and independent platform with end to end pricing  
visibility removes problem of information silos

**"Big Data"  
Expertise in  
Real Time:**

rapid speed, massive volume, disparate information  
sources, both structured and unstructured data insights,  
analytics & alerts

**Unique  
Skill sets:**

data mining, machine learning, pattern recognition,  
predictive modeling, forecasting & data visualization

## **Technology & Product**

How the platform works

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## The technology

Patent pending

### Proprietary Database Technology

- Store analytical information about trillions of auctions
- Slice and dice market data in seconds (not hours or days)
- Customized to the dataset (advertising time series)
- Powers the market view and customer view (BI tools)

### Predictive Analysis (Machine Learning)

- Analysis of market and customer datasets
- Enables AdFin to build meaningful indexes about segments (display, mobile, video, publisher and advertiser categories, etc.)
- Forecast seasonal changes in the marketplace
- Data science

### Normalization of Disparate Data Sources

- Builds one common language in the AdFin platform and standardizes pricing across the media ecosystem
- Enables apples-to-apples comparisons
  - How am I doing versus the market?
  - How am I doing versus my competitive set?

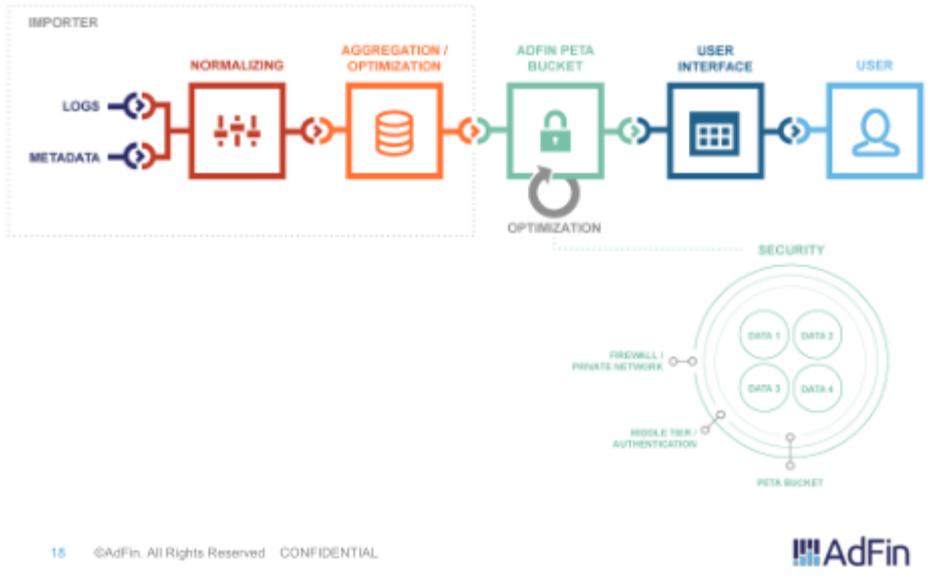
Patent pending

Built from the ground up, unique, protected, defensible

Standardization

Controlled & owned

## Technology workflow



## **Go To Market**

Our plan

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We have 2 core competencies – AdFin Market Index & Data Processing  
 We are agnostic in the marketplace and provide solutions to both the buy and sell side of the ecosystem  
 This will result in powerful brand early adopters, steady revenue growth and value to customers serving the great ecosystem

## Revenue stream



### Data Aggregation

- Fees based on volume of data processed by AdFin



### Subscription

- License the Market Index as a standalone product on a per seat basis



### Custom Development

- Custom product development
- Custom analytics
- Fees based on project scope

We have 3 simple and scalable revenue streams: Data Aggregation, Access by Subscription and Custom Data Mining to meet the needs of various Business Intelligence Solutions in digital media

## Funding

### Series A:

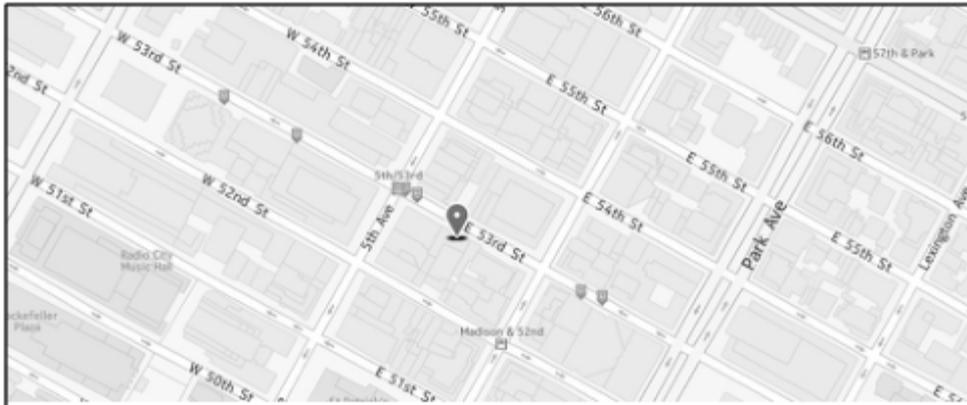
- \$4.15M
- Private investors plus Cantor Ventures
- Closed December 2012

### Series B Ask:

- \$6-10 Million

### Use of proceeds – scale the business:

- Expand sales team – customer acquisition
- Marketing expenses – brand awareness
- Expand engineering and data science team – new features and functionality
- Technology infrastructure
- International expansion



## Let's Stay in Touch

-  [linkedin.com/company/adfin](https://www.linkedin.com/company/adfin)
-  [facebook.com/AdFinSolutions](https://www.facebook.com/AdFinSolutions)
-  [twitter.com/adfin](https://twitter.com/adfin)

## Jeanne Houweling CEO

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**Thank You**

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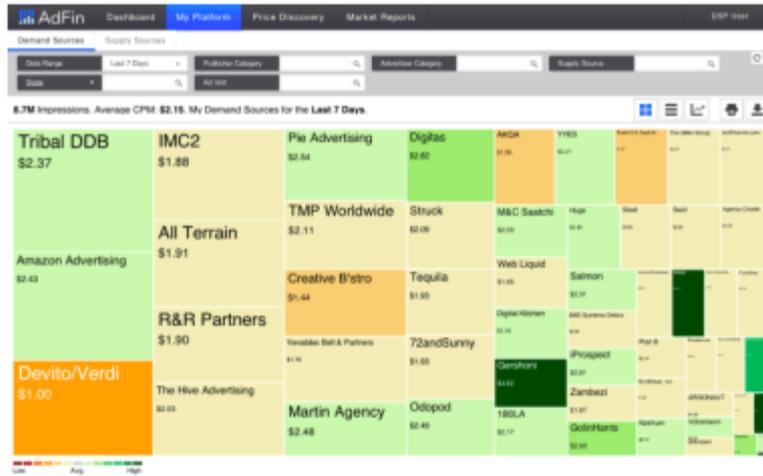
# Dashboard

Monitor performance in the market at a glance.



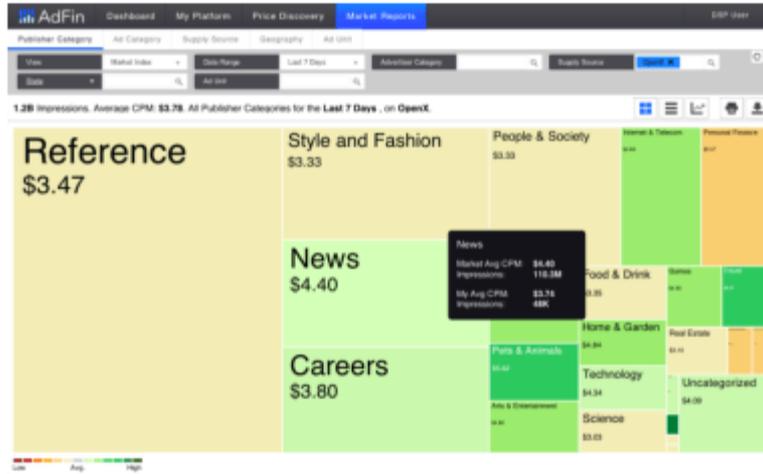
# All of your data: In one place

Eliminate multiple systems to gather data, saving time, money and errors



# Query pricing by publisher category

Discover real time prices for better planning and buying strategies



## Explore and monitor trends in the market

Use data to inform sales strategy, planning and campaign optimization



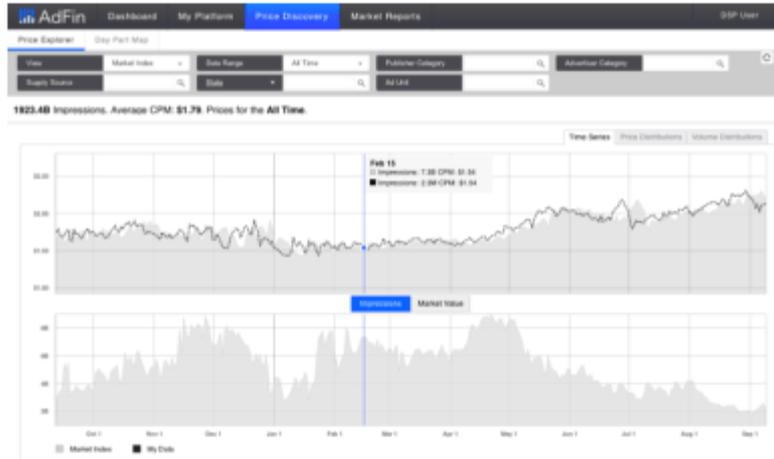
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Comparing pricing and volume for Sports Advertisement on News Publishers across Supply Sources.

## Discover pricing: Historical and real time

Understand trends and current values, enabling prediction and accurate forecasting



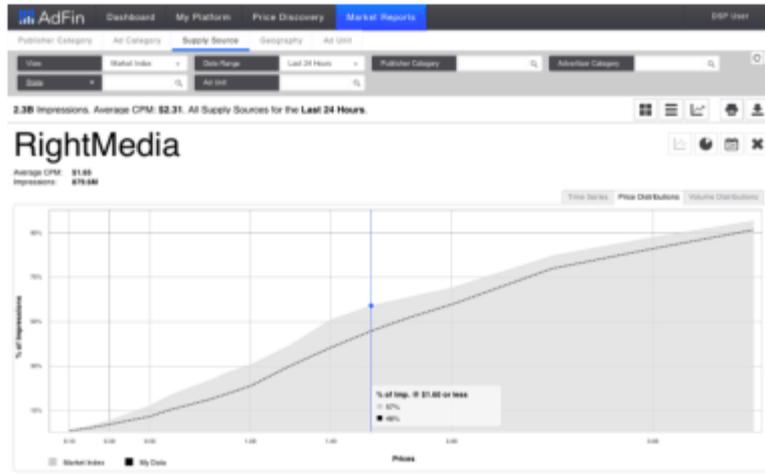
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Understand pricing with time series charts that let you benchmark your performance against the market.

## Benchmark against the market

Query any combination of dimensions and see how you perform vs. market



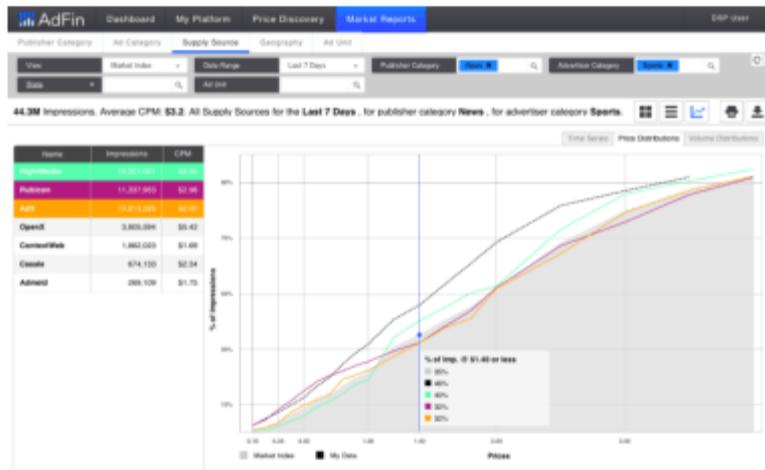
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Distribution of prices on RightMedia – customer data compared to Market Index.

## See more than just the average

Compare price and volume distributions to assess opportunities and threats



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Comparing price distributions for Sports Advertisement on News Publishers across Supply Sources.

# Discover opportunities

Find pockets of inexpensive inventory using day part price discovery



## Discover opportunities

View pricing and volume by geography for better planning and merchandising

